

Subject: Holiday plan

From: "Henna Sherzai" <HSherzai@downtownla.com>

Date: 11/08/2016 03:53 PM

To: "Michael Lamb" <michael@downtownnews.com>, "'Dawn Eastin'" <@>

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to DowntownLA.com/Holiday. I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,
Henna

Henna Sherzai

Director of Marketing & Communications

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